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**March 19, 2010**

Ms. Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

**Re:** Ex Parte Presentation in CG Docket No. 09-158; CC Docket No. 98-170; WC Docket No. 04-36

Dear Ms. Dortch,

Pursuant to Section 1.1206 of the Commission's rules, 47 C.F.R. § 1.1206, DISH Network, L.L.C. ("DISH") submits the attached slides we provided to Commission staff during our ex parte presentation on Thursday, March 18, 2010 in the above-referenced dockets.

The undersigned, along with Tom Cullen, Jeff Blum, and David Solomon, met with Joel Gurin, Mark Stone, Julie Saulnier, and Patrick Webre of the Consumer and Governmental Affairs Bureau. During the meeting, we offered an overview of DISH's awards for customer satisfaction and the company's ongoing efforts to improve the customer experience through understandable disclosures about the price, promotions and fees associated with DISH's satellite TV service. We also urged the Commission not to pursue the Federal Trade Commission's proposal that price advertisements for communications services include state or local taxes, which would not be practical for a national service like Direct Broadcast Satellite ("DBS") television.

Respectfully submitted,

*/s/ Linda Kinney*  
Linda Kinney

Enclosure

cc: Joel Gurin  
Mark Stone  
Julie Saulnier  
Patrick Webre



dish  
NETWORK

REFLECTED DISH NETWORK

# DISH Customer Service and Satisfaction




Over 7500 billing/rate complaints in 1Q 2009

- 4000 Wireline
- 3000 Wireless
- 570 Cable
- 13 DBS

## Billing and Rate Complaints

Wireline    Wireless    Cable    DBS

 Dish's customer service and satisfaction consistently rank at the top in surveys by both J.D. Power and Associates, and the American Customer Satisfaction Index



# Advertising is National



Satellite TV companies advertise nationally with one price



The FTC's proposal that price advertisements include state or local taxes is not practical for a national service, such as DBS.